



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

## Contract # 864483

**Schedule Dates** 10/29/12-11/06/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/1553035  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Beale,Rachael  
**Phone/Fax** (573) 651-0964 /  
**CPE** 12909  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/26/12  
**Last Modified** 10/26/12  
**Entered By** Lisa Rees  
**CO-OP** No  
**Headline #** 10/29-11/6  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,375.00  
**Net Total** \$19,125.00  
**Sales Tax**

## St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Nov. 2012	32	\$22,500.00
<b>Grand Total:</b>	<b>32</b>	<b>\$22,500.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/12-11/02/12	1	:30	48386- News @ 5am			1	1	1	1			4	\$250.00	\$1,000.00	St. Louis (KMOV) (KMOV)		10/26/12
2.0	Normal Line / SPOT	11/05/12-11/06/12	1	:30	48386- News @ 5am		1	1						2	\$250.00	\$500.00	St. Louis (KMOV) (KMOV)		10/26/12
3.0	Normal Line / SPOT	10/30/12-11/02/12	1	:30	131968- CBS This Morning			1	2	1	2			6	\$300.00	\$1,800.00	St. Louis (KMOV) (KMOV)		10/26/12
4.0	Normal Line / SPOT	11/05/12-11/06/12	1	:30	131968- CBS This Morning		1	1						2	\$300.00	\$600.00	St. Louis (KMOV) (KMOV)		10/26/12
5.0	Normal Line / SPOT	11/04/12-11/04/12	1	:30	20132- CBS Sunday Morning								1	1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)		10/26/12
6.0	Normal Line / SPOT	10/29/12-10/29/12	1	:30	137124- Katie		1							1	\$250.00	\$250.00	St. Louis (KMOV) (KMOV)		10/26/12
7.0	Normal Line / SPOT	10/30/12-11/02/12	1	:30	20024- Bold & The Beautiful			1			1			2	\$500.00	\$1,000.00	St. Louis (KMOV) (KMOV)		10/26/12
8.0	Normal Line / SPOT	11/06/12-11/06/12	1	:30	20024- Bold & The Beautiful			1						1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)		10/26/12
9.0	Normal Line / SPOT	10/29/12-10/29/12	1	:30	118942- Talk		1							1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)		10/26/12
10.0	Normal Line / SPOT	10/29/12-11/02/12	1	:30	20054- News @ 5pm M-F		1		1		1			3	\$1,000.00	\$3,000.00	St. Louis (KMOV) (KMOV)		10/26/12
11.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	20054- News @ 5pm M-F		1							1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)		10/26/12
12.0	Normal Line / SPOT	10/30/12-11/01/12	1	:30	20055- News @ 6pm M-F			1		1				2	\$1,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)		10/26/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	1	:30	20055- News @ 6pm M-F		1							1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)		10/26/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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14.0	Normal Line / SPOT	10/31/12-10/31/12	2	:30	20076- CSI Crime Scene Investigation				1					1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		10/26/12
15.0	Normal Line / SPOT	11/03/12-11/03/12	1	:30	20108- News @ 10pm Sat							1		1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)		10/26/12
16.0	Normal Line / SPOT	11/04/12-11/04/12	1	:30	20789- News @ 10pm Sun								1	1	\$2,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)		10/26/12
17.0	Normal Line / SPOT	11/02/12-11/02/12	1	:30	20027- Inside Edition					1				1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)		10/26/12
18.0	Normal Line / NCAA - FOOTBALL	11/03/12-11/03/12	1	:30	3P- CBS Sports College Football							1		1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)		10/26/12

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Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments: